Sierra Nevada presents a springtime snow, Granada and Costa Tropical promotional video at the London Ski Show

* The teaser, a trailer for an 8-minute documentary produced by the online TV channel “Epic TV” is directed by two international riders and was filmed in April 2016
* The film, in collaboration with the Granada Tourism Board, Turismo Andaluz and Turespaña, can now be watched at the Sierra Nevada exhibition within the London Ski Show, and on the Sierra Nevada Facebook page

The Sierra Nevada ski resort is presenting a promotional video tomorrow at the London Ski Show - the most important snow fair in Europe – which shows British Winter sports lovers the tourism synergies generated by the Sierra Nevada, Granada and Costa Tropical hub, particularly in Spring.

The 4-minute-long video, which is being shown at the Sierra Nevada exhibit within the London fair, is a trailer for the 8-minute-long short documentary produced by Epic TV, one of the most important online TV stations on extreme and freestyle sports.

The promotional video was directed by two renowned skiers from the freestyle ski and snowboarding world, the british Billy Morgan and swiss Mirjam Jaeger, who are introducing the British public to the Granada station, its potential as a Spring ski destination, and the possibilities offered by the nearby monumental city of Granada and the Costa Tropical.

The documentary, promoted by Cetursa Sierra Nevada, Turismo Andaluz, the Granada Tourism Board, and Turespaña, highlights the quantity and quality of spring snow in Sierra Nevada during the month of April, a time of the year when a large majority of ski stations worldwide have already closed their slopes.

The offer of snow in these weeks is particularly recommended for the international skier, considering the monumental and cultural draw of the city of Granada, as well as the nearby beaches of the Costa Tropical.

The trailer, which can be watched on the Sierra Nevada Facebook page, will soon be followed on the online channels Sierra Nevada TV and Epic TV by the whole documentary.

The skiers who directed the film, Morgan and Jaeger, enjoy great prestige amongst young Winter sports fans. Morgan is a member of the British Olympic team (tenth place in the 2014 Olympics in slopestyle and first skier in the quadruple backflip), and Jaeger is an expert in halfpipe freestyle ski (bronze in the Kreischberg 2015 world championship).

The Sierra Nevada exhibition within the London fair will inform British skiers – who represent the first international market for the Granada winter station- of the campaign developments, combined products with Granada province activities and the 2017 Snowboard and Freestyle Sierra Nevada Ski World Championship.

The London Ski Show represents a highlight for the new season´s international Sierra Nevada promotional campaign, which started last weekend with the Portuguese, Swedish and Polish fairs.